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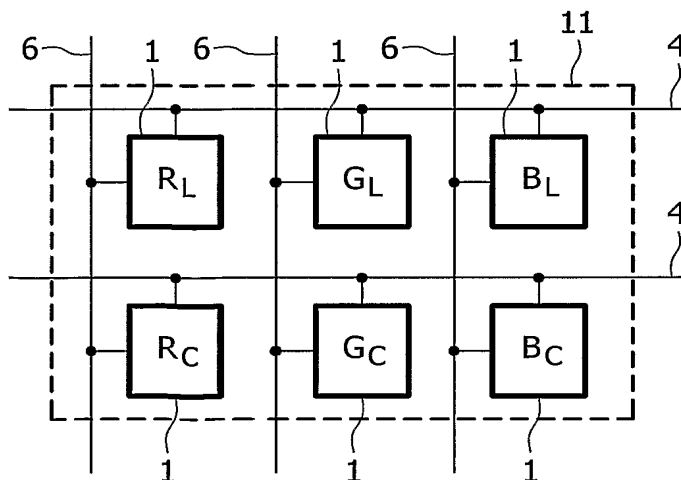
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(54) Title: COLOUR ELECTROLUMINESCENT DISPLAY DEVICE AND ITS DRIVING METHOD



(57) Abstract: A colour electroluminescent, EL, display device comprising an array of pixels (11) each comprising sub-pixels (1) of two or more colours (R, G, B). For at least one of the colours (R, G, B), the pixel (11) comprises a first sub-pixel (R<sub>L</sub>, G<sub>L</sub>, B<sub>L</sub>) comprising a first EL material and a second sub-pixel (R<sub>C</sub>, G<sub>C</sub>, B<sub>C</sub>) comprising a second EL material. The first EL material is of higher lifetime than the second EL material; the second EL material has better colour points and/or better colour rendition properties than the first EL material. In some embodiments a pixel comprises two red sub-pixels (R<sub>L</sub>, R<sub>C</sub>), two green subpixels (G<sub>L</sub>, G<sub>C</sub>) and two blue sub-pixels (B<sub>L</sub>, B<sub>C</sub>), one sub-pixel of each colour (R<sub>L</sub>, G<sub>L</sub>, B<sub>L</sub>) comprising relatively high lifetime EL material and the other sub pixel of each colour (R<sub>C</sub>, G<sub>C</sub>, B<sub>C</sub>) comprising relatively good colour points EL material. In other embodiments a pixel comprises two blue sub-pixels (B<sub>L</sub>, B<sub>C</sub>) but only one red sub-pixel and one green sub-pixel.



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